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PDEU PANDIT  
DEENDAYAL ENERGY  
UNIVERSITY

Formerly Pandit Deendayal Petroleum University

| SAIL

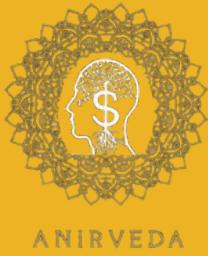
# ECONOMANIA



**ANIRVEDA**  
THE TECHNOECONOMICS CLUB

| Sponsorship  
Proposal





# VISION 2025

## ECONOMANIA 2025 :

Economania 2025, the 3-day flagship fest of Anirveda, aims to be a landmark event in fintech and economic innovation. The centerpiece is a FinTech Hackathon with a prize pool of ₹1,50,000, attracting 50+ teams to solve real-world challenges in 3 days, and providing top participants with exciting prizes & internships. High-impact speaker sessions with industry and academic leaders, the Mock RBI event, and other cutting-edge competitions foster interdisciplinary learning and collaboration. This vision connects sponsors with a progressive audience, offering unmatched visibility and engagement while aligning with the ethos of innovation and excellence.

## DEMOGRAPHICS

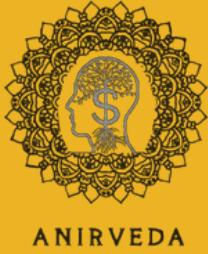
### 1. Target Audience:

- Age Group: 18–25 years
- Profession: Undergraduate and postgraduate students, young professionals.
- Institutions: Participants from top universities and colleges across India.
- Interests: FinTech, economics, technology, business, and innovation.

### 2. Numbers:

- Social Media Reach:
  - PDEU Instagram: 12k+ followers
  - Instagram: 1k+ followers
  - LinkedIn: 100+ connections
  - WhatsApp Community: 10k+ members
- Event Footfall:
  - Expected in 2025: 2000+
  - Past Year Events: 1000+
  - Economania 2024: 1000+
- Collaborations:
  - Partnered with multiple organizations, including startups, government bodies and banks in the past. **IndusInd Bank, Zion Salons, Beyond Temptations, Literature Coffee etc** have been some of our past sponsors.

# KEY EVENTS



## 1. FINTECH HACKATHON

- ₹1,50,000 PRIZE POOL AND INTERNSHIPS FOR TOP TEAMS HIGHLIGHT INNOVATION AND EXCELLENCE.
- 3-DAY HACKATHON PROVIDES AMPLE TIME FOR INDUSTRY ORIENTED SOLUTIONS.
- SOLVE REAL-WORLD FINTECH PROBLEMS IN COLLABORATION WITH INDUSTRY LEADERS, ATTRACTING THE BRIGHTEST MINDS AND DEVELOPING CUTTING-EDGE SOLUTIONS.
- ELITE JUDGES ENSURE INDUSTRY RECOGNITION AND CREDIBILITY FOR IMPACTFUL IDEAS.
- NATIONWIDE PARTICIPATION FOSTERS ENGAGEMENT WITH A DIVERSE, TECH-SAVVY AUDIENCE.

## 2. SPEAKER SESSION

- RENOWNED SPEAKERS WITH HIGH MEDIA FOLLOWING BRING UNMATCHED CREDIBILITY AND AUDIENCE APPEAL.
- POPULAR INDUSTRY LEADERS DISCUSS CUTTING-EDGE FINTECH AND ECONOMIC ADVANCEMENTS.
- ENGAGES A DIVERSE AUDIENCE OF FUTURE LEADERS AND TOP DECISION-MAKERS.
- BOOSTS BRAND VISIBILITY THROUGH ASSOCIATION WITH HIGHLY-FOLLOWED, INFLUENTIAL THOUGHT LEADERS.

## 3. MOCK RBI SIMULATION

- DEBATE AND DECIDE MONETARY POLICIES AS RBI COMMITTEE MEMBERS.
- TACKLE REAL-WORLD ECONOMIC CHALLENGES WITH CRITICAL THINKING.
- EXPERIENCE CENTRAL BANKING THROUGH AN IMMERSIVE SIMULATION.

## 4. PARTNERSHIP PLAYOFFS PITCH

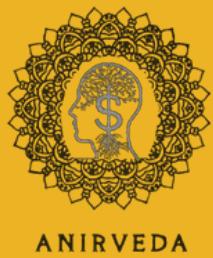
- BUILD IMPACTFUL PARTNERSHIPS THROUGH REAL-WORLD SCENARIOS.
- ENHANCE NEGOTIATION AND STRATEGIC THINKING SKILLS.
- EXPLORE PARTNERSHIPS DRIVING INNOVATION AND GROWTH.

# SPONSORSHIP POLICY

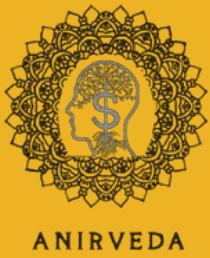


Benefit Category	Title Sponsor	Co-Title Sponsor	Associate Sponsor	Talent Sponsor
Sponsorship Tier Amount	₹2L	₹1.5L	₹1L	₹80k
Title Mention	Yes: “Anirveda & [Company Name] Presents Economania 2025”	Yes: “Co-powered by [Company Name]”	Yes: “In Association with [Company Name]”	Yes: “Talent Sponsor: [Company Name]”
<b><u>Visibility &amp; Acknowledgement</u></b>				
Name Callout During Speaker Session [500+ Audience]	YES	YES	-	-
Awards for Winners	Yes: Winner Category Name, Winner Certificates, Cheques (5), Trophy (5) [By Sponsor]	Yes: Runners Up Category Name, Runners-up Certificates (5) & Cheques (5)	Yes: Custom Award Category (services, laptops, tablets, goodies, etc.)	-
Participation Certificate Mention	Yes	Yes	Yes	Yes
Publicity Reach [10k+ = Multiple Universities]	YES	YES	YES	YES
Welcome Kit [300+ = Diary + Stickers]	Central	Front	Bottom	Bottom
Photobooth	Central	Bottom/Side	-	-
Brochure [All Attendees]	Front Entire Page	Back Half Page	Centre Half Page	Centre Half Page
T-shirt Placement [300+ Participants]	Front Centre	Back Centre	Front Bottom / Back Bottom	Front Bottom / Back Bottom
ID Card Placement [300+ Participants]	Front Top	Back	-	-
Main Banner by Anirveda [Gate Coverage]	1	-	-	-
Standees by Anirveda	1	1	-	-
Banners [By Sponsor]	5	3	1	1
Standees [By Sponsor]	5	3	1	1
Audience Interaction	Auditorium [5 min]	Hackathon [5 min]	-	-

# SPONSORSHIP POLICY



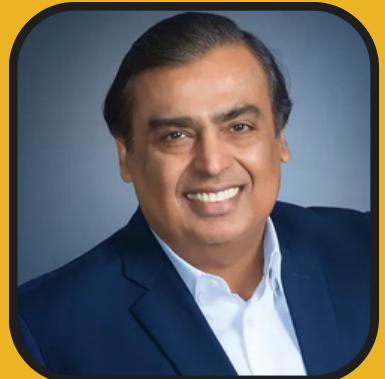
Benefit Category	Title Sponsor	Co-Title Sponsor	Associate Sponsor	Talent Sponsor
Sponsorship Tier Amount	₹3L	₹2.5L	₹1.5L	₹1.25L
<b><u>Media Coverage</u></b>				
Newspaper Mentions [Advertisement + Post Event]	YES	YES	-	-
PDEU Post Mention [10k+]	Yes	-	-	-
Podcast with Founder/Executive	2	1	-	-
Video/Announcement Played	5 Times During All Events	3 Times During All Events	2 Times [Hackathon only]	1 Time [Hackathon only]
Separate Mention	Reel	Story	-	-
Story + Post Mentions	Yes	Yes	Yes	Yes
WhatsApp [10k+ Groups]	Yes	Yes	Yes	Yes
Website Mention	Yes	Yes	Yes	Yes
LinkedIn	Yes	Yes	Yes	Yes
YouTube	Yes	Yes	Yes	Yes
Emails [Nationwide Universities]	Yes	Yes	Yes	Yes
Speaker Video Mention	Yes	-	-	-
<b><u>Additional Benefits</u></b>				
Participant Data Sharing	Yes	Yes	Yes	Yes
Passes for Speaker Session	5	3	-	-
Judges	if	if	if	5 judges
Interns Provided	-	-	-	10 skilled interns [Chosen by company judges]



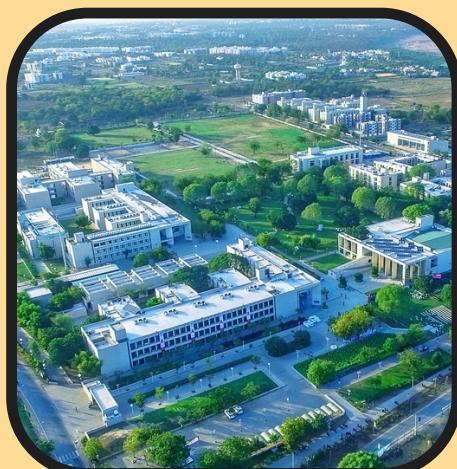
# ABOUT US

## ABOUT PDEU

PANDIT DEENDAYAL ENERGY UNIVERSITY (PDEU), SPREAD ACROSS 100 ACRES IN GANDHINAGAR, GUJARAT, IS A PREMIER INSTITUTION ACCREDITED WITH NAAC'S PRESTIGIOUS 'A++' GRADE AND RECOGNIZED AS A SCIENTIFIC & INDUSTRIAL RESEARCH ORGANIZATION (SIRO). WITH OVER 7,000 STUDENTS, 300+ FACULTY, ₹300+ CRORES IN RESEARCH FUNDING, AND PARTNERSHIPS WITH 50+ GLOBAL UNIVERSITIES, PDEU LEADS IN EDUCATION AND INNOVATION. FOR BRANDS, ASSOCIATION WITH PDEU ENSURES UNPARALLELED VISIBILITY THROUGH HIGH-IMPACT EVENTS AND A VIBRANT, INFLUENTIAL COMMUNITY, OFFERING A PRESTIGIOUS PLATFORM FOR IMPACTFUL AND LASTING PARTNERSHIPS.



DR. MUKESH AMBANI  
PANDIT DEENDAYAL ENERGY  
UNIVERSITY CHAIRMAN OF THE BOARD

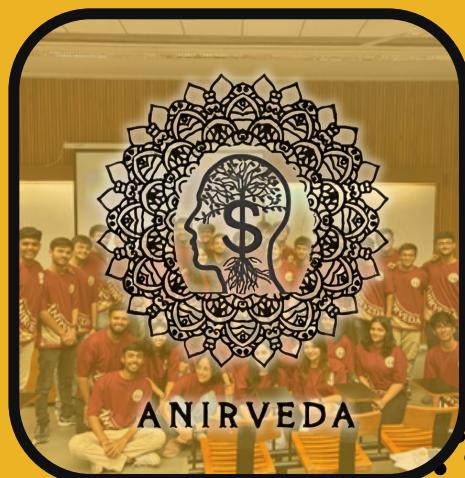


## ABOUT OSAIL

THE OFFICE OF STUDENT ACTIVITIES, INVOLVEMENT & LEADERSHIP (OSAIL) AT PDEU ENRICHES STUDENT LIFE BY SUPPORTING OVER 35 DIVERSE CLUBS, FACILITATING MORE THAN 250 EVENTS ANNUALLY. OSAIL PROVIDES SERVICES AND RESOURCES THAT ENGAGE STUDENTS IN CREATING CAMPUS CULTURE THROUGH SOCIAL, CULTURAL, INTELLECTUAL, SPIRITUAL, ATHLETIC, RECREATIONAL, ARTISTIC, POLITICAL, AND SERVICE OPPORTUNITIES. PARTNERING WITH OSAIL OFFERS BRANDS UNPARALLELED ACCESS TO A VIBRANT, ENGAGED STUDENT COMMUNITY, ENHANCING VISIBILITY AND FOSTERING MEANINGFUL CONNECTIONS WITH FUTURE LEADERS.

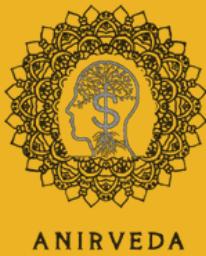
## ABOUT ANIRVEDA

ANIRVEDA, THE TECHNO-ECONOMICS CLUB OF PDEU, DRIVES INNOVATION BY FOCUSING ON CUTTING-EDGE TOPICS LIKE FINTECH, BLOCKCHAIN, AND AI IN ECONOMIC SYSTEMS. IN THE PAST ACADEMIC YEAR, ANIRVEDA ORGANIZED 20+ EVENTS WITH A TOTAL OF 1000+ PARTICIPANTS, FOSTERING A CULTURE OF INNOVATION AND INTERDISCIPLINARY LEARNING. THE EMPHASIS ON FINTECH INNOVATION ENSURES BRANDS ARE ASSOCIATED WITH DRIVING FUTURE TECHNO-ECONOMIC ADVANCEMENTS. THROUGH ENGAGING EVENTS AND STRATEGIC OUTREACH, BRANDS GAIN VISIBILITY, CREDIBILITY, AND LONG-TERM BENEFITS, STRENGTHENING THEIR PRESENCE AMONG FUTURE LEADERS IN A RAPIDLY EVOLVING LANDSCAPE.



ANIRVEDA

# WHY SPONSOR US?



## A Partnership That Drives Impact

Partnering with Anirveda for Economania 2025 offers unparalleled benefits for your brand. With our flagship events, innovative competitions, and a vibrant audience of tech-savvy future leaders, your sponsorship ensures a strategic and impactful association. Here's what makes this opportunity exceptional:

## Top Benefits of Sponsoring Economania 2025

### 1. Extensive Brand Visibility

- Your brand will feature prominently across platforms, including banners, standees, welcome kits, and event brochures, ensuring recognition among 10,000+ students, industry professionals and attendees from PDEU and other universities.

### 2. Media Coverage [Traditional + Digital]

- Amplify your presence with exclusive newspaper and media coverage from our media partners, dedicated posts, reels, and mentions on platforms like Instagram, LinkedIn, Direct emails & messages, and YouTube, reaching a relevant audience of over 10,000+ people and a wider university network.

### 3. Direct Engagement with Future Innovators

- Connect with a top talent pool of 600+ innovators through events like the FinTech Hackathon, speaker sessions, and other cutting-edge competitions. Enjoy interactive opportunities, such as speaking slots, customized awards, on-stage interactions, to showcase your thought leadership.

### 4. Prestigious Branding Opportunities

- Title mentions, main banner placements, and exclusive logo positioning on merchandise such as T-shirts, ID cards, and diaries ensure your brand stands out prominently.

### 5. CSR Integration Options

- For companies focusing on corporate social responsibility, we offer tailored options to align your sponsorship with these impactful initiatives. This partnership positions your brand as a champion of community development, enhancing goodwill and societal impact.

### 6. Enhanced Industry Credibility

- Association with Anirveda and PDEU, a hub for innovation and excellence, positions your brand as a leader in fintech and technology.

### 7. Customized Sponsorship Proposals

- We understand that every partner has unique goals, and we are open to tailoring a sponsorship package to meet your specific needs, ensuring maximum value and mutual success.

## Make Economania 2025 Your Stage

This is more than sponsorship—it's a strategic collaboration that enhances your visibility, connects you with future leaders, and establishes your brand at the forefront of innovation. Join us in shaping the future!



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ANIRVEDA

| SAIL

# THANK YOU



LET'S INNOVATE TOGETHER

## Contacts

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**SPONSORSHIP HEAD | PRATHAM AGRAWAL | +91 77789 36848**



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## Secure Your Spot Today!

LET'S CREATE SOMETHING EXTRAORDINARY TOGETHER! REACH OUT TO US TODAY TO DISCUSS HOW WE CAN TAILOR YOUR SPONSORSHIP PACKAGE FOR MAXIMUM IMPACT. WE'RE HERE TO ENSURE A SEAMLESS AND REWARDING PARTNERSHIP EXPERIENCE.